

New Patient Playbook SECRETS

review wave

By *Matt Prados*

A photograph of a woman with long, light brown hair, shown in profile from the nose up, looking out a window. The background is a soft-focus bokeh of warm, golden and green lights, suggesting an indoor setting with a view of the outdoors.



INTRODUCTION

Hi, my name is Matt Prados. I come from the largest family of chiropractors in the world with 80+ in our family tree. I have been working in chiropractic since I could see over the reception desk. Short of actually adjusting, I have run every aspect of a chiropractic office.

Ten years ago, I started a digital marketing company to help chiropractors with their online marketing and future pacing. Discovering the importance of reviews in my client's success, about 3 years ago I started Review Wave. But this time, the digital marketing focus was specifically on monitoring and improving patient experience, resulting in more reviews, more referrals, and more results from all your marketing, giving you more new patients in return.

A few months ago, I gave a talk at CalJam, one of the largest chiropractic gatherings in the United States. I said the following to them:



Are you aware that patient engagement in the marketplace has changed?

How patients want to interact with you and your practice is not the same today as it was even just a year ago . . .

There are 3 MAJOR changes in the marketplace

The chiropractors who are having the most success today are capitalizing on these 3 major changes. As a result, they are getting more new patients, growing their PVA, and making more money.

CHANGE #1: REVIEWS

84% of people trust online reviews as much as a personal referral

Let me give you an example:

Say you want to go out tonight, so you take out your phone and you search for a restaurant. Restaurant A has a couple hundred 5-star reviews, while Restaurant B has only a couple dozen.

Which restaurant are you going to choose? Restaurant A! That's right.

Now, let's say you need to find a new dentist, so you go online and Google "dentist in [your town]." Dentist A has 250 5-star reviews, while Dentist B has only 25 reviews.

Which dentist are you going to go see? Dentist A! That's right.

Now, let's bring this home. A patient in your town needs to go to a chiropractor so they go on Google and search, "chiropractor in [your town]."

Are you Chiropractor A or Chiropractor B?

Review Wave helps make you Chiropractor A because if you want to get new patients from the internet, you need to be Chiropractor A.



Dr. Matt Hubbard maybe you've heard of him, he throws a good party . . . He had 27 reviews when he started with us, now he has hundreds of 5-star reviews, across multiple platforms, and consistently gets new patients from the internet.

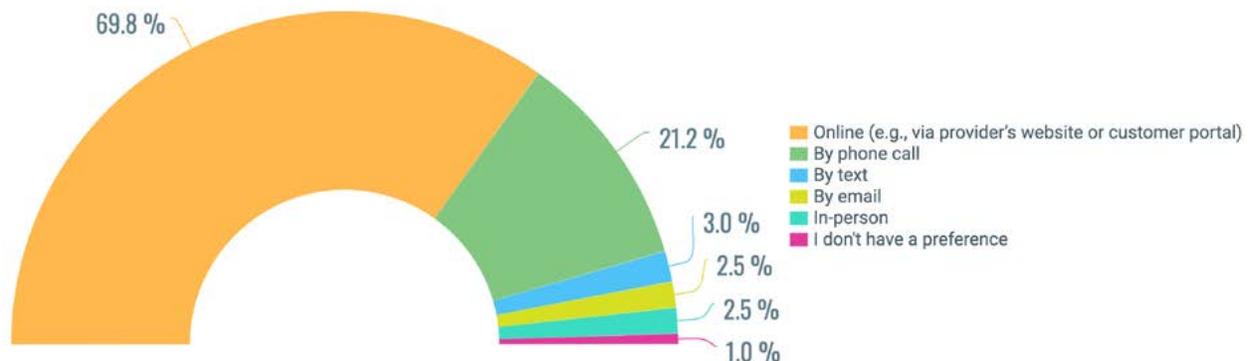
CHANGE #2: ONLINE SCHEDULING

Patients used to be willing to call the office to schedule or reschedule an appointment. Nowadays, nobody wants to talk on the phone!

Instead, they want the ability to schedule using a mobile app or the option to schedule online from your website. Just ask your CA how many people answer their calls . . .

69% of people want to use online scheduling or a mobile app

What's your preferred way to book appointments with service providers (e.g., doctor or hairdresser), assuming all of these options are available?



Source: **GetApp** Lab



Recently, I got an awesome email from a client, Dr. Jeff Grosskopf. He said that after one year of using online scheduling, he found that patients who schedule online are twice as likely to accept care as compared to those who called into the office to schedule their appointment.

CHANGE #3: BUSINESS TEXTING

Most of you have some sort of texting platform that you use and you think you have business texting, but the truth of the matter is, you're not texting from your office number and it's confusing the patient. You're either using email to text, a shortcode, or some random number that your patients can't call to reach your office.

Case in point: You need to use your business number to do your texting.

In addition to using your business number, a huge distinction your practice needs is using text message templates. These templates will resonate with your patients and persuade them to take the action you want them to take.



Dr. Lyle Koca, Omaha, sees over 2000 PVs/week. He was using a different system that he thought had decent texting, leading to an 85% show rate. Yet, after switching to Review Wave's business texting which uses his office number and text message templates, Dr. Koca's show rate jumped from 85% to 94%, on 2000 PVs per week.

How many of you think that would be beneficial?

Clearly, the marketplace is changing. You can either act like Blockbuster and hug those travel cards, or evolve.

We want to help you change the world.

If you want to join the ranks of the 1500+ offices who have upgraded to Review Wave in the last 2 years, come check us out.

Let's change the world together!

Looking back at the last 12 months, I can easily say that in the last 60 days these changes have been magnified by 10-20x.

Because of the coronavirus, guidelines and lockdown have affected many businesses in a negative way, including yours. You can take it on the chin, or you can implement future pacing. Meaning, you take action for what needs to be done now to come out the other side bigger, better, and stronger than ever before.

Now that you're ready to implement future pacing, continue reading and I will help you navigate these tricky times to implement new, relevant processes and procedures to be ready for what your patients want and need to retain your services.

WHERE DOES THE PATIENT EXPERIENCE START?

First, it's important to emphasize that we are talking about *their* experience, not *yours*.

Your prospective new patient is probably in pain. I know most chiropractors say, "we don't talk about pain;" however, it's naive to think that people are out in the world and just wake up one morning and say, "I feel wonderful, I need chiropractic wellness care."

There is a saying in sales: You have to enter the conversation that they are already having in their head. (Again, NOT *your* head.)

So, not only is the prospective new patient in pain, which makes the experiences we are about to run through that much more important, but additionally with COVID-19, they're now thinking about things like:

1. **Social Distancing:** How can I ensure that I'm not in close proximity to people?
2. **Touch-Free Experience:** How can I ensure that I'm not touching surfaces that have been infected by others?

I hate the term "new normal;" however, just because I hate it, doesn't mean it isn't real to so many people.

The chiropractors who make it clear that they offer a safe, sterile experience and make that experience enjoyable the entire way will win over new patients. They'll do so again and again, resulting in more new patients, more reviews, more referrals, better retention, and more collections (i.e. profitability).

You don't need a fancy business degree to build your business. You only need to do these 2 things:

1. Dial-in to what your patients or prospective new patients are experiencing at this moment in time.
2. Provide great service and convenience at each and every touchpoint in the patient experience.

To help you identify what holes you need to plug to grow your business now, we've documented a complete step-by-step walk-through of what your patient experiences, as explained by an outside perspective.

Each and every one of these steps, when addressed, will drastically boost your new patient and retention rates. And if it seems as though better retention results in better business, you're right:

Improving customer retention rates by just 5% increases overall profits by 25% to 95%.

Let's dive in.

THE “NEW” PATIENT EXPERIENCE IN 7 STEPS

#1: Searches Online for a Solution to Their Pain

#2: Decides to Book an Appointment

#3: Prepares to Arrive

#4: Appointment Day is Here

#5: Walks in the Door

#6: Leaves Your Office for the First Time

#7: Goes From ‘Brand New’ to ‘Brand Advocate’

#1: The Prospective Patient Looks Online For a Solution to Their Pain

As I covered in my talk earlier: what do people do to find out information about local services?

They search online.

Remember, they are in pain, and they're using an online search to locate a chiropractor that can take care of them. When their Google search results appear, the prospective patient will have options and will choose the chiropractor who they feel will provide the best experience.

The biggest question here is: Do you show up in the TOP 3 Google Maps listings on page 1 of Google? If you don't, you aren't even in the game as a potential option to pick for professional care.

When their search results pull up, the person will weigh their options. What differentiates the top 3 results? Reviews!

Remember the question: Chiropractor A has 250 reviews, and Chiropractor B has 25, which one is getting chosen? Chiropractor A!

Next, the person will read 8-10 of Chiropractor A's reviews on average.

84% of consumers trust online reviews as much as they trust a referral from a friend

After checking out your reviews, if they liked your reviews or related to your reviews the most, the prospective new patient will make a decision to click on your website. On average, they will read 1.5 website pages before making their decision to give you a try or not.

People say your first impression online is critical, I say the ENTIRE impression is critical. Not just the first step, but the entire journey. Our most successful Review Wave clients are a testament to the power of nurturing the patient experience from start to indefinitely. They gain more reviews, more referrals, and lifelong patients in the process.

Review Wave uses automated technology to ask for feedback and reviews from patients. Getting reviews has never been easier. No more asking, chasing, wasting time, or begging patients for a review for weeks on end—set it and forget it.

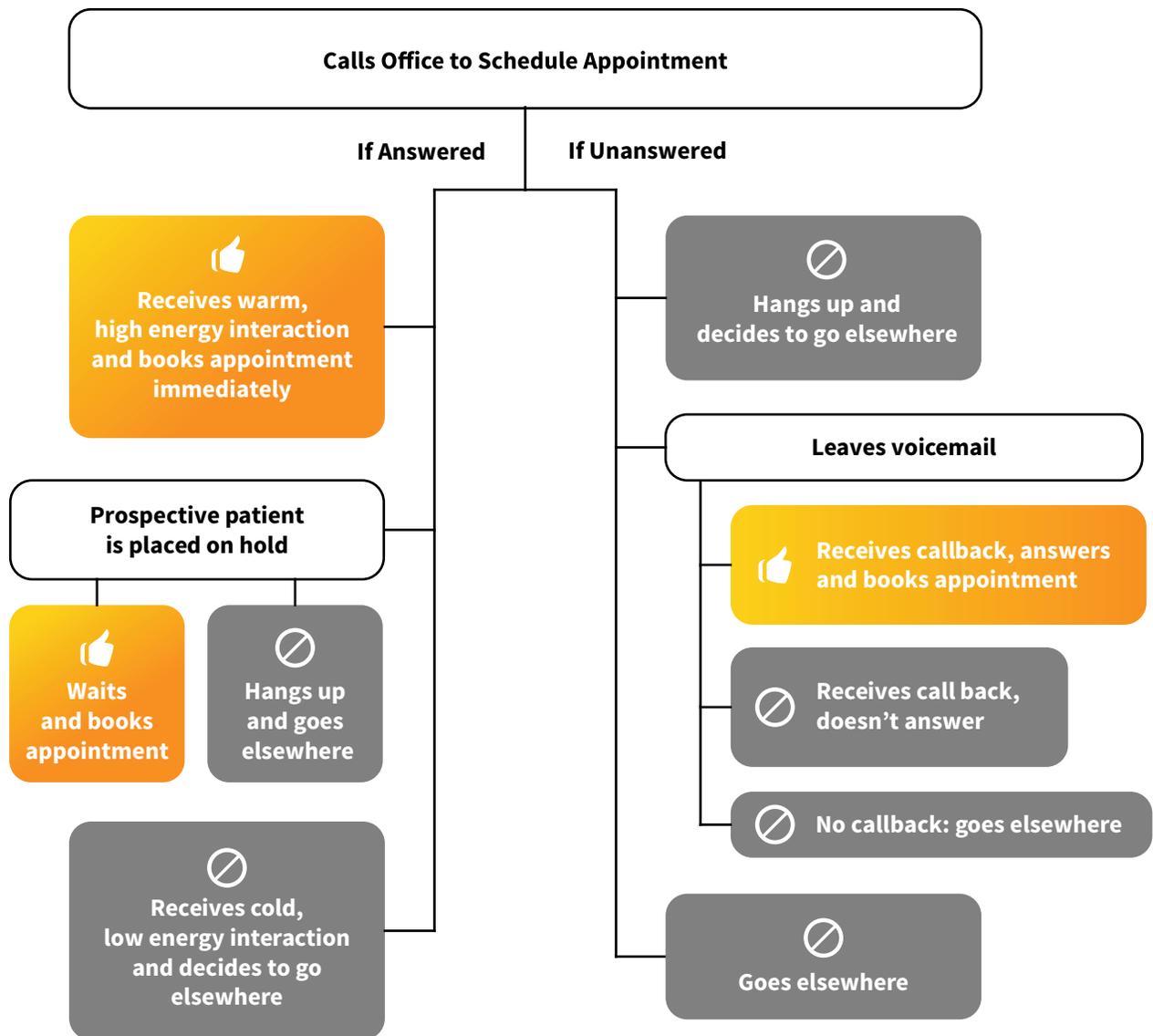
“So many times we just don’t have time to get reviews or reach out and make it right. Review Wave was so seamless, my team didn’t even know it was implemented.”

—Dr. Matt Hubbard

#2: The Prospective Patient Decides to Book an Appointment

After investigating the kind of experience they can expect with your practice, typically, the next step provided by most chiropractic offices requires the prospective patient to pick up the phone and call to book an appointment.

What happens next?



Of course, your receptionist does their best to pick up the phone. BUT what if they're in a bad mood? How will their tone sound when they answer the phone? And what if they're juggling collection calls and in-person patient processing?

They may need to put the prospective patient on hold, or worse, let the call go to voicemail... Given a long hold time, your caller will hang up. If your team doesn't answer and forces the prospective patient to leave a voicemail, will the call be returned promptly, or even at all??

Nowadays, live chat is becoming more and more common. Do you offer live chat? If so, here's the big question: is it monitored? Nothing is more annoying than chat boxes that aren't

managed. If you can't manage your live chat, you might as well remove it or you will upset your patients or prospects.

Just think about the patient experience, the prospective patient is looking to relieve their pain now, not later. What are you doing to meet those needs?

Online scheduling is the preferred option to allow prospective patients to immediately get their appointment booked with you.

69% of people want to use online scheduling

TOP BENEFITS OF ONLINE SCHEDULING:

1. Prospects can see all their possible time options and choose the appointment time that is convenient for them.
2. Empowering prospects with online scheduling reduces the amount of calls to your office. This frees up time for your team to spend with in-office patients, improving that piece of your patient experience.
3. Offering a 24/7 scheduling option means more appointment bookings!

Review Wave pairs with your existing EHR to facilitate seamless online scheduling for you, and 24/7 scheduling for your patients.

“When people realize they’re texting with an actual person and not an automation through our Review Wave setup, the relationship building that comes from that is huge.”

—Dr. Lyle Koca

#3: The Prospective Patient Prepares to Arrive

The prospective patient booked their first appointment. Great! But we both know that doesn't ensure their arrival. What systems do you have in place to get them there?

- ▶ Do you send a welcome email? (Please say “yes” and tell me it’s not sent manually, copied and pasted over and over.)
- ▶ Does your welcome email have a welcome video, introducing you, your team, and showing your office? (This helps new patients feel like they know you already when they walk in the door.)
- ▶ Does your welcome email include directions to your office, parking and signage details? (If not, how much time is wasted on the phone giving directions over and over?)
- ▶ Does your welcome email include the needed new patient paperwork? (A critical component to your patient experience, especially today with COVID-19)

If you don't currently have a robust new patient campaign that starts with a welcome email to prospective patients who booked an appointment with your office, you'll want to fix that immediately. Your welcome email and texts are your opportunity to set the precedent for your patient experience.

Your welcome email and texts should include easy-to-follow directions to your office. Provide a link to GPS directions on Google Maps, and inform them of any other details that make it easy to locate your clinic. Consider providing signage details, if necessary. How about parking? Is it limited? If you make it easy to arrive at the appointment, more patients will walk through your door.

Your welcome email and texts should contain videos from you to them, a tour from the outside in, detail what to expect, and of course, a “we are excited to see you” message. Introduce your team here, too, so their faces are also familiar to the patient before they walk in the door!

Your welcome email and texts should also contain your new patient paperwork. Otherwise, what's the alternative? You're telling people to arrive on time and delaying their care to complete paperwork, or you're telling them to arrive 15 minutes earlier than their scheduled time to fill out their paperwork. Think about the patient experience in either of those situations.

How annoying is it to pick an appointment time to only then be told your time is actually 15 minutes earlier? Or worse, you're in pain and arrive on time for care and then find out you have to spend 15 minutes filling out paperwork first. Face it, it's 2020 and patients expect a high-tech experience and the option to complete your forms in advance.

With the COVID-19 situation, it's more important than ever that you offer an alternative to filling out paperwork on a clipboard. Patients may be hypersensitive to social distancing and protecting themselves. As a result, not only do you want the check-in process to be as touchless as possible (your patients don't want to touch anything right now and possibly not for a long time), but all paperwork should be touchless, too.

So, stop handing out clipboards and reusable pens.

You could send PDF forms, but it's important they're not scanned, making them ratty and hard to read. And what if your client doesn't have a printer?

Instead, ditch the clipboard, ditch the PDF forms, and use Online Forms that can be completed at home or even on their mobile device. Online Forms are not only needed for your patient experience, but they'll help reduce silly work for your staff as well. That's a win-win-win!

When you implement an awesome, personalized welcome email with a cool video introducing the team, easy-to-follow directions, and a link to conveniently complete new patient paperwork, you're on the path to creating what is called a WOW experience.

WOW experiences create lifetime patients.

#4: Appointment Day is Here

People today are more stressed than ever. We're busy, busy, busy. It's important that you remind us of our scheduled appointment. Especially if you want us to arrive. Even our own pain can find itself on the backburner behind mortgage payments, raising children, work overload, you name it.

Don't manually send appointment reminders, there's too much room for human error and it's a waste of time. Automate the process and send an appointment reminder text, which has a 78% higher open rate over email.

When it comes to your patient experience, what you say and how you say it matters. Don't send a cold appointment reminder text like:

Reminder your appointment is for 4:00pm with ABC chiropractic.

Send something friendly like:

Hello ~PATIENT.NAME~, we are excited to meet you today at 4:00pm at ABC Chiropractic. See you soon. ~Dr. Name~

In order to create a WOW experience, send the prospective patient your Google Maps link via text message 45 minutes before their scheduled appointment. They will feel like you read their mind.

Review Wave's business texting uses your real business phone number for patient communication. With Review Wave, your patients can text your business number to communicate with you, and your team can send pre-written texts, photos, or videos from your business number to give new patients the exact information they need.

#5: The Prospective Patient Walks in the Door

Your patient experience includes how it feels walking through your doors and sitting in your waiting room.

Take a moment to walk into your own waiting room, what do you experience? Is the waiting room old and dated, or new and clean? Is it cramped? Does the receptionist immediately greet you by name?

Remember the show *Cheers*:

*“Sometimes you want to go
Where everybody knows your name,
And they’re always glad you came;
You want to be where you can see,
Our troubles are all the same;
You want to be where everybody knows your name.”*

Everyone’s favorite word? Their name.

What experience do you think a prospective patient would appreciate more: being greeted by name or being ignored because the receptionist is finishing up a phone call? The devil is in the details.

How about their wait, how long is it? Is the TV in the waiting room blaring the news, or is it showing chiropractic educational videos and 5-star reviews of your office?

Remember: Throughout all of this, **your patient is experiencing discomfort**—that’s why they have sought you out in the first place.

We’ve mentioned it before, but it bears repeating:

Improving customer retention rates by 5% increases overall profits by 25% to 95%

Every patient matters, especially when it comes to customer retention. A great way to retain patients (and even have them advocate for you on your behalf) is to have a great first impression and seamless initial experience.

Have you adapted to deliver a completely contactless experience? If your patients check-in using a touch screen, you need to change this.

The McDonald's touch-screen feces controversy made people realize that bacteria can live on shared screens, and COVID-19 has deeply heightened these concerns.

If you do not modify your in-clinic experience to be contactless, your Kept Appointment Rate will drop off—or perhaps it already has.

Not only do you need to create a solution, but you need to inform current, past and new patients about it. Advertise it to retain as high of a Kept Appointment Rate as possible. Not 'someday' or 'eventually'—now.

Review Wave allows patients to check-in from their smartphone when they arrive at the office, creating a completely contactless experience. You can advertise this to new and existing patients as a precautionary measure that prioritizes their well-being.

#6: The New Patient Leaves Your Office for the First Time

You're not done with first impressions yet. After you have your Day 1 with your new patient, they're still forming their opinion of you and your clinic.

Do you wait until the end of the day and desperately bang out follow-up calls? Please don't tell me you're calling patients at dinner time. That's untimely for both you and your patient experience. Try a relevant text a few minutes after their appointment, instead.

Send them a personalized, AUTOMATED text like:

Hello ~PATIENT.NAME~, great to meet you today, I'm excited to go over your report with you on ~date.time~. Let me know if you have any questions before then. ~Dr.Name~

Don't stop there. If you want to provide a WOW experience, send them a custom, personalized appointment reminder. Not only for their Day 2 or Report of Findings, but ALL future appointments to come. Consider sending appointment reminders by text and email to hit all demographics.

During their Day 2 appointment, you want to make your prospective patient as comfortable as possible. As you present your recommended care plan, remember: **they are in pain.**

After the first adjustment, what else do you do to knock their socks off?

Try sending a personalized text, something like this:

Hello ~PATIENT.NAME~, I wanted to check-in after your first adjustment and make sure you are feeling good? Let me know if you have any concerns or questions. We're here to help! ~Dr.Name~

Finally—after all this—when do you ask for their review?

As we mentioned earlier, businesses that have more reviews are more trusted. **The best time to ask for a review is after your patient's first few adjustments.**

Don't send feedback or review requests while all the above is happening, wait until their 2nd adjustment and ask for feedback to make sure they are happy, and then if they are happy, ask for a review right then.

Review Wave's system knows exactly when to ask a patient for feedback automatically, and can then direct the patient directly to your Google and Facebook pages. The process is simple and seamless for all parties involved.

“Review Wave makes it easy for clients to give reviews, but more importantly, it's easy for my staff to work with.”

—Dr. Chris Murphy

#7: The New Patient Goes From ‘Brand New’ to ‘Brand Advocate’

In the weeks, months, and years ahead, happy patients will generate referrals that will amount to tens of thousands of dollars in new business over the life of your clinic.

You should be asking yourself: What programs do I have in place to keep existing patients happy and on schedule?

The best way to do this is by providing a patient experience that your patients would want to brag about. Give them a way to communicate with you on an ongoing basis. But don't force patients to call your office, offer them the ability to text your business number.

If you want to provide a WOW experience, offer your patients a mobile app. We're talking push notifications and the ability to view their appointments and reschedule as needed within your acceptable timeframe. Not only will a mobile app elevate your patient experience, but it will also reduce the number of phone calls to your office, making it easier for your team to give a better in-office experience to patients.

Continuing to educate and engage your patients will help encourage retention, referrals, and social proof. This can include:

- ▶ Automated drip campaigns via text and email including videos
- ▶ Virtual workshops
- ▶ Engagement on social media, perhaps posting your virtual workshop on Facebook and sending that link to all your patients via text.

Making the time to do this proactive work will build your clinic's culture and brand. It will help you provide a WOW experience and create advocates.

Review Wave updates clients on the latest technologies and ways to communicate with your patients seamlessly. Helping you provide a best-in-class experience that makes champions of your clinic want to share their experience with family, friends, and peers.

Congrats, you have completed reading the New Patient Playbook Secrets. Next, I have included a flow chart to help you visualize the journey we have just broken down together.

Also, I've included a checklist for you to complete a self-assessment of your practice as it stands today. Use it to identify the gaps that need your attention in order to elevate your patient experience tomorrow.

THIS IS HOW YOU END UP WITH MORE NEW PATIENTS, HIGHER PVA, AND MAKING MORE MONEY.

This is how you change the world.

We want to help you.

[Follow this link and book your demo today to learn more about how Review Wave can help.](#)



Matt Prados



The WOW Experience Patient Journey

1. Pain/Unhealthy/Immunocompromised/Maintenance Needed
2. Searches Google for Solutions
3. Finds Your Google Maps Listing
4. Reads 8-10 of Your Online Reviews
5. Finds Your Website
6. Reads 1.5 Pages on Your Site
7. Decides to Schedule an Appointment
8. Uses Your Online Scheduling Feature
9. Schedules an Appointment
10. Receives Personalized Welcome Email
11. Receives Link to New Patient Paperwork Using Online Forms
12. Receives easy-to-follow directions to your office
13. Receives Welcome Text w/ Link to Doctor Video
14. Receives Warm, Personalized Day 1 Appointment Reminder Text & Email
15. Drives to Office
16. Parks Vehicle
17. Locates Office Signage
18. Walks Through the Door
19. Waiting Room is New and Clean
20. Receptionist Greets the Patient by Name
21. Sits in Waiting Room
22. Short to No Wait Time
23. TV Education
24. Receives Unrivaled, Quality Care
25. Schedules Day 2 Appointment
26. Completes Day 1 Appointment
27. Receives Follow-Up Text Checking-In
28. Receives Warm, Personalized Day 2 Appointment Reminder Text & Email
29. Receives Welcome Greeting Card - Printed and Mailed
30. Schedules Day 3 Appointment
31. Completes Day 2 Appointment
32. Receives Follow-Up Text Checking-In
33. Receives Warm, Personalized Day 3 Appointment Reminder Text & Email
34. Completes First Adjustment

35. Receives Follow-Up Text
36. Receives Feedback Request
37. Receives Review Request
38. Completes In-Office Workshops
39. Receives Event Reminders (Increasing Attendance)
40. Completes Virtual Workshops
41. Engages on Social Media
42. Has the Ability to Contact the Office via Phone, Text and Mobile App
43. Has the Ability to Pre-Schedule Appointments via Phone, Text and Mobile App
44. Uses a Mobile App to Check-In for Their Appointments
45. Connects Their Appointments to the Calendar of Their Choice
46. Has the Ability to Reschedule an Appointment via Phone, Text and Mobile App
47. Receives Ongoing Patient Education
48. Receives Automated Marketing Campaigns via Text Message
49. Receives Ongoing Appointment Reminder Texts & Emails
50. Receives Positive Re-exam Results
51. Participates in Your Referral Program

The WOW Experience Checklist

- Grow Your Google My Business Listing to the Top 3 Search Results
- Build an Aesthetic Website That is Easy to Navigate & Gather Information
- Offer Online Scheduling
- Send Automated Warm, Personalized Welcome Email With Easy-to-Follow Directions and New Patient Paperwork Using Online Forms
- Send Automated Welcome Text w/ Link to Doctor Video
- Provide New and Clean Waiting Room
- Have Your Receptionist Greet Patients by Name
- Provide Short to No Wait Time
- Provide TV Education in Waiting Room
- Send Customized Automated Follow-Up Text After Day 1 Appointment
- Send Customized Automated Warm, Personalized Appointment Reminder
- Send Customized Automated Welcome Greeting Card - Printed and Mailed
- Send Customized Automated Follow-Up Text After Day 2 Appointment
- Send Customized Automated Day 3 Appointment Reminder Text & Email
- Provide the Highest Quality First Adjustment
- Send Customized Automated Follow-Up Text After Day 3 Appointment
- Send Customized Automated Feedback Request
- Send Customized Automated Review Request to Happy Patients
- Create In-Office Workshops
- Send Automated Event Reminders for In-Office Workshops
- Create Virtual Workshops
- Send Automated Event Reminders for Virtual Workshops
- Engage with Patients on Social Media
- Offer Patients the Ability to Contact the Office via Phone, Text and Mobile App
- Offer Patients the Ability to Pre-Schedule Appointments
- Offer Patients the Ability to Check-In via Your Mobile App vs Using an Appointment Card
- Offer Patients the Ability to Connect Their Appointment Card to Their Calendar of Choice
- Offer Patients the Ability to Reschedule an Appointment via Phone, Text and Mobile App
- Provide Consistent, On-Going Patient Education
- Create Automated Educational & Marketing Campaigns that Leverage Text Message
- Use Ongoing Customized Appointment Reminder Texts & Emails
- Build a Referral Campaign